

# Cat Herding Laser

<https://github.com/shannonturner/cat-herding-laser>

# Form Letters Don't Get Read

- Sure, you delivered 10,000 identical form letters in support of your issue to your member of Congress ...

... but did it make a difference?

# But your supporters aren't messaging experts

- They probably won't take the time ...

... but if they do, will they say something impactful?

## Ever Wonder Why ...

- People spend hours on quizzes that tell them which TV show character they are, but won't take 2 minutes for an issue they care about?
- Hint: quizzes and surveys are fun.

# Wouldn't you like to know your supporters better?

- Won't you be better able to engage your supporters if you know what they care about?
- What better way to do that than with a quiz or survey they might share more readily with friends than an appeal?
- Cat Herding Laser turns your supporters into a focus group that can help you identify the most persuasive messaging.

# What is Cat Herding Laser?

- An A/B tester's dream  
Cat Herding Laser allows you create customized surveys/quizzes that you can use to get to know your supporters better.
- An organizer's best friend  
And when they complete your survey, they can send an Un-form letter customized to their survey choices to the target of your choice.

# Get Started!

- Cat Herding Laser is FREE and Open Source!
- Check it out at <https://github.com/shannonturner/cat-herding-laser>